



Support Advocate Lead

ANNUAL REPORT 2017

YWCA | EDMONTON

Vision & Mission

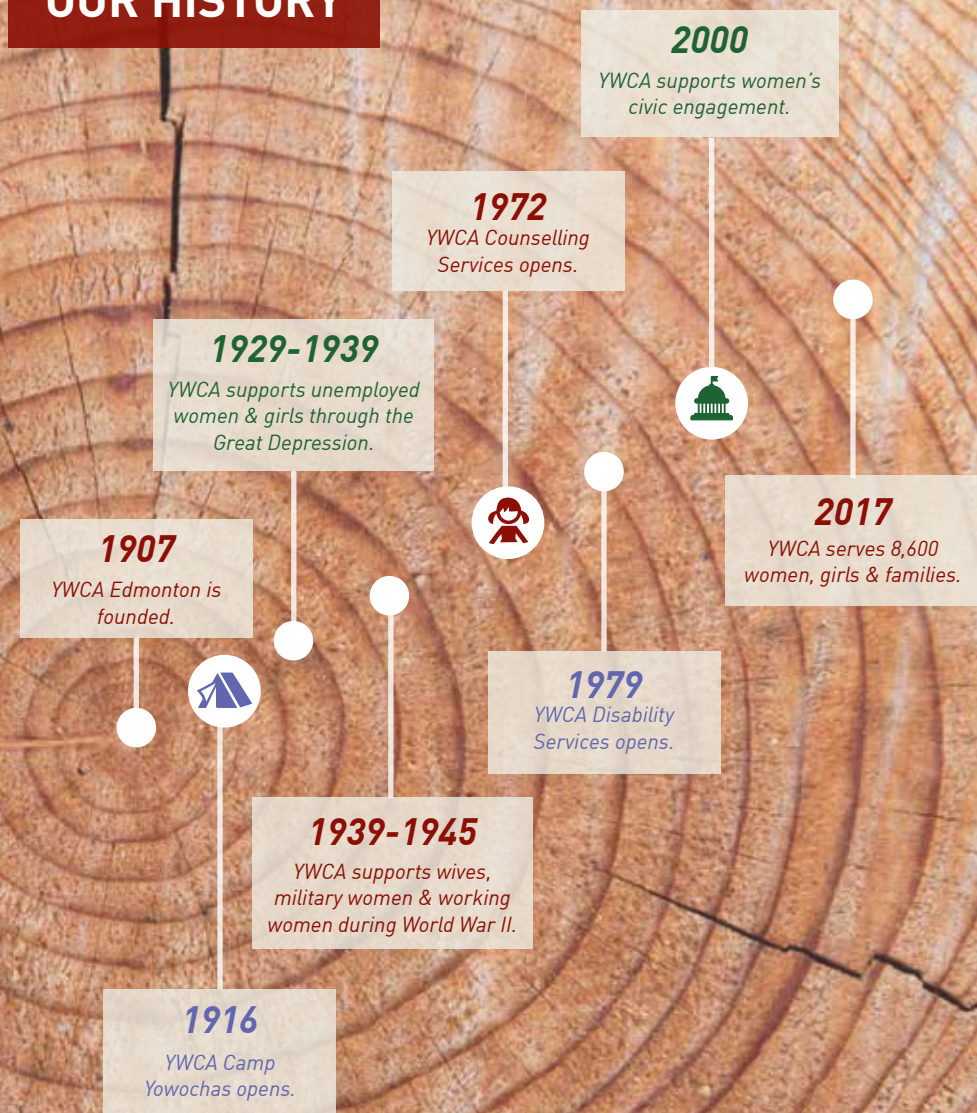
VISION

A world of equality, opportunity, and choice for women.

MISSION

To lead, support, and advocate for women, girls, and families when and where they need us.

OUR HISTORY



2017 BOARD OF DIRECTORS

Renee Oxley
President

Pamela Lafferty
Vice President

Naomi Schmol
Vice President

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Secretary

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Clarice Anderson
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Rachelle Dubeau
Director

Kathleen Elhatton-Lake
Director

Supriya James
Director

Beverly Loo
Director

Kimberley Pejs
Director

Annual Message

A YEAR OF GROWTH

The 110th year of YWCA Edmonton can be best described as a year of growth. The YWCA experienced growth in all areas, from service delivery and infrastructure to fundraising and advocacy. But last year, the most significant increase was seen in demand for our services.

This increase was driven by several factors: an elevated conversation on the issue of violence against women; the de-stigmatization of mental health issues; and increased awareness of YWCA Edmonton and the services we offer.

More people than ever are turning to YWCA Edmonton for help. Thousands of people came to our doors in 2017 seeking affordable, effective programs. This growth in demand was starkly evident in Counselling Services, with sharp increases in service delivery, waitlists, the severity of trauma, and clients in need of subsidies.

GirlSpace® launched a revitalized curriculum which grew to include more focus on multicultural awareness, career development, and leadership. This revitalization included new measures to track progress on connection, resilience, and mental health in our girls.

Camp Yowochas saw significant investment in expanding and improving their facilities in 2017 to ensure more children and user groups than ever can participate in the life-changing experience of camp.

Disability Services created some remarkable stories of personal growth by offering opportunities for each person we serve to enhance their life through goal-setting and achievement.

Our advocacy impact also increased significantly in 2017, as YWCAs across Canada successfully used their collective influence to ensure the National Housing Strategy committed 25% of its \$40 billion investment specifically to women, girls, and their families.

We were able to grow these programs due in no small part to increased fundraising strength and expanding support from our community. The ongoing dedication of our funders, donors, staff, and volunteers in 2017 enabled YWCA Edmonton to lead, support, and advocate for women and their families when and where they needed us. Thank you.

Jacqueline Foord
Chief Executive Officer

Renee Oxley
Board President

A Year of Growth

YWCA Edmonton provides education and services to thousands every year through leadership programs, counselling, outdoor education, and supporting persons with disabilities.



Lakeside Haven



GROWING BEYOND ABUSE

Finding hope and healing on the shores of Lake Wabamun

Maya* was shocked the first time it happened.

Her husband hit her in the middle of an argument, giving her a black eye. The second time, he twisted her arm behind her back. She forgave him as she had before, but something changed inside her then. She wasn't ready to leave, and she didn't know how, but she began to develop a safety plan for herself and her young daughter in case they needed to escape.

The third time was the last time. Her husband yelled harsh words and called her names — and her daughter witnessed it. "That was enough," said Maya, who had protected her daughter from seeing the abuse until then.

As immigrants with no close friends or family in Canada, Maya and her daughter turned to the Wings of Providence shelter for a safe place to stay. Living at the shelter was a difficult change so to help adjust and heal, they decided to participate in Lakeside Haven.

Lakeside Haven is a healing retreat for women and children who have experienced family violence and are currently living at Wings of Providence, a long-time partner of YWCA Edmonton. The twice-annual retreat offers families a safe, nurturing space to explore new activities, rebuild relationships, relax, and heal as a family.

In 2017, **25 moms and 53 children**, like Maya and her daughter, experienced camp activities, participated in trust-building games, and enjoyed family-time campfires each night.

"Our experience was amazing; it meant a lot to us," said Maya, adding that canoeing was her daughter's favourite activity. "I loved how much they took care of everyone. We made a lot of good memories, and we still talk about them sometimes."

Today, Maya and her daughter are in a much healthier place, surrounded by a support network of professionals and friends they never had before. She is attending post-secondary to become a social worker.



"We're in a good situation now. We're happy."

– Maya, Lakeside Haven mom

*Real name has been changed for protection.

Camp Yowochas

GROWING OUR FACILITY FOR THE FUTURE

In 2017, Camp Yowochas saw more than 8,000 visitors.

With such unprecedented growth in its history, the facility at Camp Yowochas has seen its fair share of love over the years. Thousands of socked-feet have skipped through the halls; thousands of hands have clapped along to camp songs under the picnic shelter; and thousands of heads, weary from the fun of the day, have laid to rest in the dormitories each night.

To keep up with the growing demand of each passing year, our well-loved facility saw some much-needed love itself in 2017 with **\$350,000 in upgrades**, thanks in large part to the Government of Alberta **Community Facility Enhancement Program (CFEP)** and key community donors like **Nelro Services. Ltd.** and **United Way Engineering Challenge Day of Caring.**

Now, Camp Yowochas can remain safe and comfortable for all who pass through our gates, creating a healthier start for all.

8,079 TOTAL VISITORS IN 2017

1,431

Summer Campers

130

School Groups

24

Youth Groups

12

Other Groups

CAMPERSHIP FUND: SENDING CHILDREN TO CAMP

Donations will receive a tax receipt, and 100% of all donations help cover the cost of camp fees for families who couldn't afford to send their child to camp otherwise.

Make a gift today at www.ywcafedmonton.org/give.

53

By accessing our Campership Fund for low-income families, 53 children were able to attend Summer Camp.



Main Lodge



- Flooring
- Bathroom Fixtures
- Kitchen Equipment
- Painted Dorms
- Roof

Dumbledorm (Main Dormitory)



- Flooring
- Bathroom Fixtures
- Hot Water Tank
- Beds
- Painted Dorms
- Roof

Staff Housing



- Hot Water Tank
- Furnaces
- Beds
- Kitchen Equipment

Waterfront



- Arts & Crafts Hall — Levelled, Windows & Roof
- Picnic Shelter — Painted, Enclosed, Windows & Door
- Paddle Shed — Painted
- Picnic Tables
- New Showers & Water Fountain

More Upgrades



- Fencing
- New Accommodation — the Yurt!
- Improved Water System
- Shop & Garage — Roofs

\$350,000

Total Upgrades

UPGRADES AT CAMP YOWOCHAS IN 2017

Thank you to all of the donors, volunteers, and staff who made these improvements possible!

BEFORE

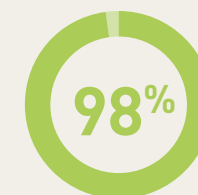


AFTER

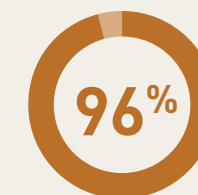


THE MAGIC OF SUMMER CAMP

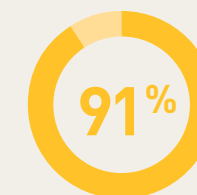
In a recent survey of our summer campers:



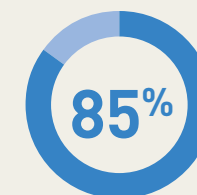
better understood that it's important to respect the environment.



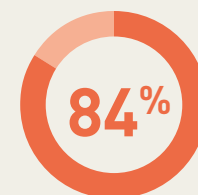
made new friends.



learned how to successfully work together as a team.



pushed their comfort zone to try something new.



developed new skills they will use beyond summer camp.

Counselling Services

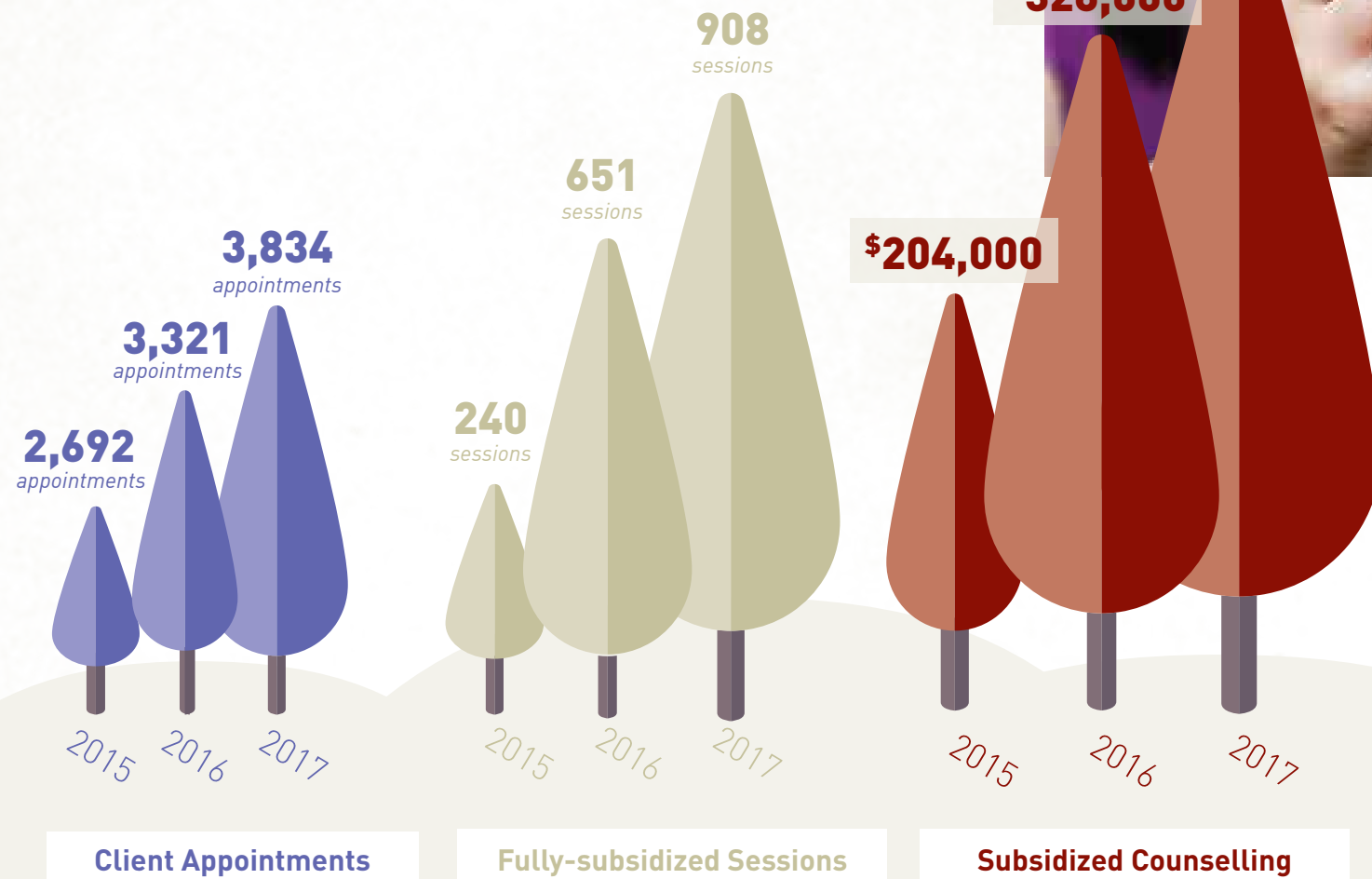
A GROWING NEED

In 2017, we faced an urgent and growing need for more counselling services. Increased awareness and de-stigmatization of domestic violence and mental health issues meant that more people were reaching out for affordable, effective support.

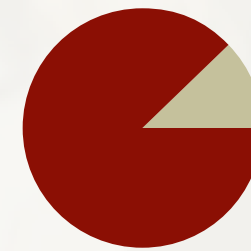
Each year, the number of people who come to our doors looking for help increases. Our services are at maximum capacity, and so our waitlist grows. We continue to look at innovative ways to offer services to more clients in need, but we need the help of our community and levels of government if we're to effectively address this mounting demand.

AN EVOLVED MODEL OF CARE

YWCA Edmonton delivers counselling services using a unique model that is designed to ensure the most vulnerable clients with the highest degree of trauma receive intensive and specialized care, without cost being a barrier.

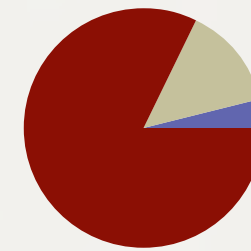


A SNAPSHOT OF OUR CLIENTS



88% Adults

12% Youth



81% Female

15% Male

4% Transgender

Typical income range: \$11,000-\$30,000

GROWING DIVERSITY

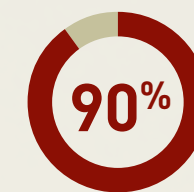
We saw an increase in the diversity of our counselling clientele, with more of our clients identifying as persons with a disability, LGBTQ2S+, and Indigenous.

INCREASING SEVERITY

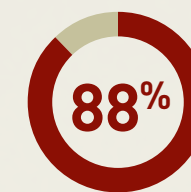
Clients arriving at the YWCA presented with increased severity in their risks assessments. This increase was most dramatic in the areas of family violence and suicide.

OUTCOMES

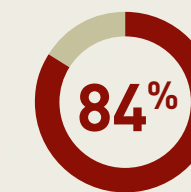
Our clients come to us with complex trauma/multiple issues. Ensuring that vulnerable people have access to affordable, specialized, long-term psychological support has led to excellent outcomes for our clients.



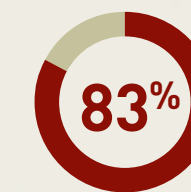
of children felt accepted, supported and safe.



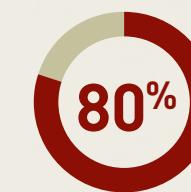
had a positive counselling experience.



better understood the issues they face.



experienced positive changes in their lives.



learned impactful coping strategies.

Disability Services

IN 2017, WE SERVED:



OF THOSE 181 INDIVIDUALS:



OUR SERVICES:



Family Behavioural Consultation
Assessment and support for parents of children with disabilities who have behaviour concerns.



Support Homes
Full-time support provided outside the family home.



Host Respite
Part-time support outside of the family home or support home for 24-hour periods.



Hourly Respite
Hourly support in the family home or a support home.



'CAPTAIN' LYLE'S PERSONAL GROWTH

Bowling. Dancing. Art classes. Lyle likes to stay busy. And now, thanks to a major personal achievement, he can add swimming to the list.

Lyle, 55, was first referred to YWCA Edmonton's Disability Services in 2012. He lives full-time in a support home to help him manage with his cerebral palsy and mild intellectual disability. He enjoys participating in activities through a regular day program, bowling with his dad, relaxing at home with his mom, and playing games on his iPad.

As active and capable as he is, there are some things Lyle can't do — like fasten a button, or do up a zipper. That's because, for his entire life, Lyle has struggled with biting his fingers to the point where he's lost most of his digits and his fine motor skills with them.

"He didn't seem to notice the pain," explained Rebecca, Lyle's Service Coordinator. "He expressed that he wanted to go swimming but because of his biting, he couldn't do it."

That all changed in 2017. In partnership with Persons with Developmental Disabilities (PDD) and its Community Outreach and Assessment Support Team (COAST), Disability Services developed a plan to help Lyle curb his habit and conquer new activities, like swimming.

"We came up with a team-based approach," said Rebecca. "He was 'Captain Lyle', and everyone else was part of the team."

The team introduced a rewards system where Lyle would receive a check mark for every day he didn't bite his fingers. Once he earned seven check marks, he could go for coffee and order a specialty drink. They also redirected negative attention for his habit to positive attention for his progress.

Within months, Lyle hit his goal: he stopped biting his fingers enough that he could go swimming.

"He's been so successful," said Rebecca. "He's shown pride, and he's getting attention in a different way now. He still struggles at times, but this was one of the first times in his life where he was asked to do something, and he accomplished it. For anyone, that's something worth celebrating."

Youth Programs

GROWING LEADERS WITH GIRLSPACE®

The world today is a much different place for young girls than it was 10 years ago. Social media has exploded in that time. Inclusive language is forever evolving. And, in a society that continues to struggle with division, cultural identity has never been more important.

So in 2017, YWCA Edmonton initiated a critical, research-based review of GirlSpace®, our afterschool program to help empower teen girls. It provides participants with tools and resources to cope with challenges specific to girls entering adolescence — like high rates of sexual violence and significant declines in mental health — while increasing their confidence and self-esteem.

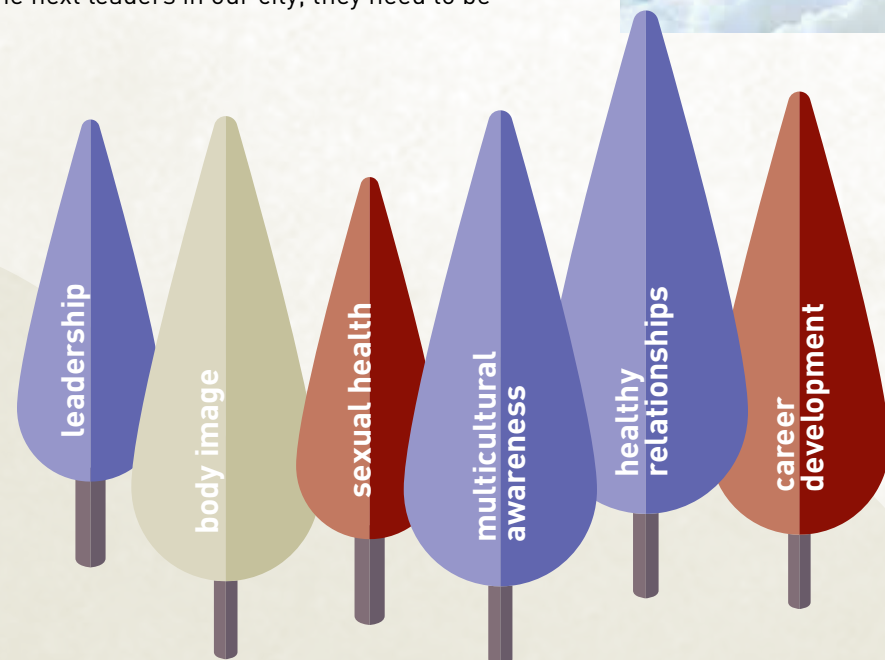
But, how? And, how do we know if it's working? Those are the hard questions that inspired the comprehensive overhaul of the 2005 curriculum that was launched anew in 2017.

“There’s very little research on youth programs,” explained Wendy, Manager of Youth Programming. “We wanted to be able to create a body of research that doesn’t exist and be able to say we have a program that is actually helping.”

Thirty-five girls spent 20 weeks exploring issues like healthy relationships, body image, and sexual health, as well as newly-introduced modules on multicultural awareness, career development, leadership, and civic engagement. The result: new, measureable progress on leadership, connection, resilience, and mental health that will shape the program for years to come.

“There’s nothing like this in Edmonton that is open to any girl,” said Wendy. “If we’re going to try to empower these youth to be the next leaders in our city, they need to be equipped with these fundamental skills.”

35 girls spent 20 weeks exploring issues like



“I witnessed shy, nervous girls transform into strong, confident young women who spoke their minds because they felt heard and appreciated. Their friendships, and connection with our program, fully evolved into a family without them even knowing. Together, we learned what it means when you truly commit to the betterment of another human being — and the surprising impact it has on your own wellbeing.”

— Stacey, 2017 GirlSpace® Mentor

GIRLSPACE® IS DESIGNED TO:



Build Skills
including leadership, teamwork, communication, and critical thinking.



Increase Awareness
of social issues and share strategies and resources for coping and overcoming them.



Foster Resilience
through autonomy, social connectedness, self-awareness, and self-esteem.



Encourage Collaboration
to develop a gender-specific space in which everyone is respected and feels welcome.

Special Events

YWCA WALK A MILE IN HER SHOES®

Same fabulous high heels, new heights — YWCA WALK A MILE IN HER SHOES® moved to a new location in 2017, setting new attendance records to help even more families break the cycle of violence.

More than **370 people** stepped up in high heels in September to totter down Jasper Avenue and 104 Street for a few uncomfortable minutes so women and families could find lasting comfort, free from domestic violence. Together, we surpassed our fundraising goal of \$190,000 for a final total of \$216,000 raised for YWCA Edmonton and our domestic violence prevention and recovery programs.

Now, thanks to participants and donors alike, families across Edmonton struggling with domestic violence can take heart and hope that they'll be able to access the services they need to move from crisis to resilience.

Presented By - Shoppers Drug Mart

Sponsored By - AUPE, TD Bank Group, Lexus South Pointe, Intuit, Yardstick Testing & Training Experts

Supported By - Avonlea Photography, BMP, Fat Frank's, Mr. Chimi Churri, Munch, Production World, River City Events

ROSE CAMPAIGN

On December 6th, to commemorate Canada's National Day of Remembrance and Action on Violence Against Women, **200 people** convened at the Fairmont Hotel Macdonald for the Rose Campaign Breakfast, raising \$72,000 for YWCA Edmonton and our Counselling Services.

Edmonton Community Foundation led the way, announcing an additional gift of \$75,000 per year over the next three years towards a new Registered Psychologist position. Combined, the funds raised will transform our Counselling Services, ensuring we can offer affordable, effective support to those who need us most.

Supported By - Fairmont Hotel Macdonald, Zocalo



YWCA EDMONTON
WALK A MILE IN HER SHOES®

Presented by:
SHOPPERS & **LOVE YOU.**
PUTTING WOMEN'S HEALTH FIRST

\$216,000
Raised

TOP CORPORATE TEAM

Shoppers Drug Mart

TOP 10 TEAMS

1. ATCO's No Slips, Trips, or Falls
2. Finning (Canada)
3. AHS Pharmacy Proton Pump Peeps
4. YWCA Y's Guys
5. Intuit Sole Brothers
6. Team ZCL
7. NAIT MWDGT
8. Office of the Auditor General of Alberta
9. LRT Guys
10. Team Yardstick

TOP 10 INDIVIDUALS

1. Al Madge
2. Richard Wan
3. Kerry Collette
4. Marty van Sloun
5. Deryck Litoski
6. Brent Lavoie
7. Brad Smid
8. Peter Macek
9. Brian Poon
10. Tony Ricci



\$72,000
Raised



Advocacy

GROWING IMPACT: YWCA DAY ON THE HILL

In late 2017, YWCA Edmonton joined several other YWCAs and National Office representatives in Ottawa for the 'YWCA Day On The Hill'.

The Mission: meet with elected officials, senators, and ministry staff to advocate for **"25% of the National Housing Strategy to be allocated to fund projects and services for women, girls, and their families."**

While prominence was given to affordable housing, homelessness, and shelter overcapacity, delegates also discussed related issues such as violence against women, mental health, poverty, addiction, and affordable childcare. In addition, many delegates highlighted the need for intersectionality with a focus on vulnerable groups such as the LGBTQ2S+ community, Indigenous women, new Canadians, rural women, and youth.

The Result: our key message was directly quoted when the National Housing Strategy was announced, resulting in a \$10 billion commitment to women and girls. The Government of Canada also asked the YWCA movement to advise on plans to implement and track the strategy.



"25% of the National Housing Strategy will be allocated to fund projects and services for women, girls, and their families...a mom and her kids fleeing domestic violence will have a safe, secure place to go."

– Prime Minister Justin Trudeau

\$10 BILLION
investment to improve the lives of women, girls, and their families.



THANK YOU TO OUR FUNDERS

City of Edmonton – Family and Community Support Services

Government of Alberta – Family Support for Children with Disabilities

Government of Alberta – Persons with Developmental Disabilities

Government of Alberta – Region 6 Child and Family Services Authority

Government of Nunavut – Department of Health and Social Service

Government of the Northwest Territories – Department of Health and Social Service

United Way of the Alberta Capital Region

Support

WAYS TO SUPPORT THE YWCA

Single Donation Your gift allows women and families to build confidence and make healthy life choices, securing a better future for everyone.

Monthly Donation As a monthly donor, you give the YWCA an opportunity to create long term, stable solutions to meet the needs of women and families in our community.

Major Gift Private donors have been the backbone of the YWCA since our founding by philanthropic champions in 1907. When you make a major gift to the YWCA, you are building a legacy of equality, opportunity, and choice for women and families. Consider a gift or multi-year pledge aligned with the impact you wish to make.

Leave a Legacy Remembering YWCA Edmonton in your Will can transform the lives of women and families for generations to come. Your personal legacy of caring and compassion will ensure that your memory lives on.

Community Events Hosting an event in the community to support YWCA programs and services is a fun and effective way to engage your family, friends, coworkers, and community members in the work of the YWCA.

Monthly Donation – Small Business Being a small business monthly donor is something you, your team, and your customers can feel great about because supporting the YWCA improves the lives of women and families.

Corporate Giving Corporate giving is an opportunity to lead the way in creating a culture of equality, opportunity, and choice for women and families. A corporate matching gift aligned with the interests of your employees can have a powerful impact.

Cause Marketing Cause-related marketing is a partnership between your organization and the YWCA that engages consumers in a cause your company believes in, while looking to increase sales by influencing buying decisions.

Employee Giving Workplace giving campaigns are an effective tool for increasing employee motivation and retention.

Sponsorship Sponsorship is a powerful way to spend your marketing dollars while increasing return on investment, brand loyalty, employee morale, and community awareness.

Gift In Kind Making a gift of products and/or services can be a cost-effective way to support the YWCA.

Our Supporters

Innovator \$100,000 - \$249,999

Edmonton Community Foundation
Government of Alberta - CFEP

Champion \$50,000 - \$99,999

Engineering Challenge Day of Caring
Eldon & Anne Foote Fund*
Nelro Services Ltd.
Pattison Outdoor Advertising

Trailblazer \$20,000 - \$49,999

Government of Alberta - Culture and Tourism
Jim Pattison Broadcast Group
Shoppers Drug Mart
Stollery Charitable Foundation

Advocate \$10,000 - \$19,999

ATCO Electric
Birdies For Kids
presented by AltaLink
Butcher and Restaurant Equipment Ltd.
Enbridge Inc.
Shirley & Gordon Gifford Family Fund*
Mark Gunderson
Harrison Cooper Foundation
Joyce Foundation
ZCL Composites Inc.

Leader \$5,000 - \$9,999

Alberta Association of YWCAs
Allard Foundation
Araam Inc.

AUPE
Canadian Western Bank
Ed Stelmach Community Foundation
Hillberg and Berk
ISL Engineering
Production World
Protocol Mechanical Inc.
Soroptimist International Club of Edmonton
TD Bank Group - Edmonton
Robert Tourond
Union 52 Benevolent Society
Marty Van Sloun
WorleyParsons Canada

In Honour of June Zendran

Friend \$1000 - \$4,999

AIA Canada
Allmar Inc.
Hilary Anaka
APEGA
Associated Engineering
Avonlea Photography
Ron Bachmeier
Leigh Banman
Bantrel
Mark Bateman
Brookfield Residential Properties
Tamara Buckwold
C-Fer Technologies
Cathy Cyr
Kathy Demuth
Rachelle Dubeau
Edmonton Public Teachers Local No. 37
Fairmont Hotel
MacDonald
Finning Canada
Fluor Canada
Jacqueline Foord
Tony & Daniela Franceschini Family Fund *
Frischkorn Audio Visual Corp.
Roger & Peggy Gouin Fund *

Phillip Hall
Louise Hayes
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Insight Psychological Inc.
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Paula Ives
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Kinette Club of St. Albert
Kingdom Cats Ltd.
Brent Lavoie
Kristina Loebach
Dave Loken
Katrina MacDonald
Magna IV Engineering
Middleton Floor Company LTD
Glenn Norton
Eleanor Olszewski
Bill Pannebaker
Parkland County
Geeta Passi-Shourie
Phoenix Fencing Corp.
John & Barbara Poole Fund *

Ericka Wiebe
Westjet
Williams Engineering
Ralph Wood
Yardstick Testing and Training Experts

Partner \$200 - \$999

Mark Agnew
James Agustin
Alberta Traffic Alberta Ltd.
Tony Alm
Clarice Anderson
Lynn Andrews
Anoa Holdings Ltd.
Lou Arab
Bethania Araujo
Kim Armstrong
Ebenezer Asare
Ashley Davidson Pharmacy

Kelly Buckley
Jessica Buckwold
Marion Caron
Celanese Corporation
Julianna Charchun
Chateau Lacombe
Jesse Christenson
Janet Clark
Kerry Collette
Mike Connolly
Vasilis Costopoulos
Todd Dalzell

Danatec Educational Services Ltd.

Russell Day
Mona Duckett
Chad Edmonds
Sherrill Eichhorn
Kathleen Elhatton-Lake
Jacqueline Elyas
JP Escobar
Bev Esslinger
Noella Faucher
Ramona Fehr

Linda Hoang Sherry Honey Humford Management Inc.

Rochelle Ikram
Daryl Jackson
Meaghan Janssen
Allyson Jeffs
Gary Kalynchuk
Rose Kasamali
Laura Keegan
Kevin Kelly
Christina Kerr
Jodi Kinsey
John Kolkman
Jasmine Konsorada
Terrance Konyi
Jurgita Kornijenko
Chris LaBossiere
Pamela Lafferty
Clark Laing
Janice Lamarre
Melissa Lapointe
Geri LeBeau
Virginia Lefebvre
Nicholas Leong
Jeff Leong
Erin Leonty
Jessica Leung
Songsen Li
John Lilley
Carlo Livolsi

Local Waste Services Corp.

Londonderry Eye Care
Beverly Loo
Elaine Lum
Mary MacDonald
Peter Macek
Mary Maciejewski
Vivian Manasc

Growing Community Support

NoorAllah Manji
Johann Mann
Anna Marks
Chana Martineau
Francesca Mastrobuono
Tony Matera
James Mazurenko

MBS Insurance Brokers Ltd.

Linda McConnan
S. McGeachy
Deborah McKinnon
Brian McLuckie
Ruth Menegozzo
Darryl Mergaert
Linda Miller
Jonathan Milroy
Albert Mondor
Paavo Montandon
Sarah Morton
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NAIT

Ronda Nedelec
Patricia Neveu
Amber Niemeier
Morenike Olaosebikan
Renee Oxley
Kim Payne

Jennifer Pede
Kim Pejs
Joshua Penner
Gail Perrin
Mark Perry
Michelle Petrin
Glenn Pettersen
Judy Piercey
John Pinsent
David Primrose

Pro-Active IT Management

Prowse Chowne LLP

Michelle Puckett
Fayaz Rajabali
RDE Group
Norma Reid
Mildred Richardson
Don Riep
Shawn Roach

Shoppers Drug Mart, #2313

Shoppers Drug Mart, #2374

Shoppers Drug Mart, #2385

Shores Jardine LLP

Shawna Whipple
Daniel Wilneff
Dale Wispinski
Women's Health Clinic of Edmonton
Darlene Wong
Arash Yazdani

When you support the YWCA Edmonton, you give the gift of health, hope, and healing to the thousands of women and families who walk through our doors each year. Thank you.

– Jacqueline Foord, YWCA Edmonton CEO

Cynthia Roberts
Harold Ross
Sharlene Rutherford
Qurat-ul-ain Salim
Terrie Sampert
Bruce Sansom
Joe Santoro
Naomi Schmold
Stacey Scott Nykolyshyn

Second Nature Solutions Ltd.

Sadaf Shaikh
Sherlock Holmes Pub
Shoppers Drug Mart, #312
Shoppers Drug Mart, #344

Shoppers Drug Mart, #368

Shoppers Drug Mart, #378

Shoppers Drug Mart, #2301

Shoppers Drug Mart, #2307

Catherine Shoultz SMA Consulting Ltd.

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SOS Media Corp.
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Colleen Sweet
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Tronia Systems Ltd.
UA Local Union 488
Jesse van der Werf
Maryann Can Wallegghem
Jason Veenstra
Amanda Vella
Christopher Walker
Thaidra Walsh
S. Walton
Richard Wan
Helen Ward

Ralph Young Zocalo

*Fund held at Edmonton Community Foundation

Every effort is made to ensure the accuracy of our lists. If your name is misspelled, incorrectly listed, or omitted, please contact us at 780.970.6509 so we can correct our records.

Donor Spotlight



TONY FRANCESCHINI

The Adriatic coastline of Italy's Abruzzo region looks a little different than Edmonton's River Valley. But ever since Tony Franceschini moved to the city in the late 1970s, Edmonton has become his "adopted home."

So to give back, he and his wife set up the **Tony and Daniela Franceschini Family Fund** at the Edmonton Community Foundation, with a special focus on organizations that promote the health and wellbeing of children and families — like YWCA Edmonton.

Tony first supported YWCA Edmonton at a past Rose Campaign Breakfast, returning again in December. There, he increased his commitment to a multi-year pledge, struck by the stories of women and children affected by violence who continue to turn to YWCA Edmonton in growing numbers for support.

"You try to imagine what it would be like when you look at your own family — your own kids and grandkids, if they were in those situations — and you would hope they would get the help that they need," said Tony.

The stories of transformation shared that day touched Tony's heart, as well as his head. As an established businessman, Tony said he was impressed by YWCA Edmonton's unique Counselling Services model that seemed to produce remarkable outcomes.

"There's a need, and here's an agency that is willing to meet those needs in an efficient way," said Tony. "That's always important in any charitable donation. You want to ensure that you're making a difference, and every contribution to YWCA Edmonton seems to work and go a long way."

Thank you to the Tony and Daniela Franceschini Family Fund for creating brighter futures for women and families in Edmonton. If you too are interested in making a meaningful contribution to YWCA Edmonton, please visit www.ywcaofedmonton.org.

Treasurer's Report

Our top priorities for 2017 were to continue to grow awareness of the YWCA Edmonton and thereby increase revenues generated from fundraising and reduce our deficit from operations. Although we did not achieve it in 2017, our goal is to achieve a balanced budget as soon as possible through the continued execution of our fundraising strategy, combined with careful spending across all programs.

Our revenue grew by 2% in 2017 with the majority of the increase derived from donations, fundraising and grant revenue. Donation and fundraising revenue was up 14% compared with 2016 and grant revenue was up 46% compared with a year earlier. In a difficult economy, our increased revenue from fundraising and grant revenue is notable. Revenue also increased in Disability Services in 2017 compared with a year earlier. However, this increase in revenue also resulted in an increase in related expenses. General and administrative costs were up 14% compared with a year earlier, and the increase was primarily incurred in repair and maintenance charges. Fundraising wages and benefits also contributed to the increase over the prior year as we continue to invest in our fundraising strategy.

We purchased \$124,000 in capital assets in 2017, using \$113,000 in designated capital grants to do so. Many of the capital assets purchased resulted in much-needed improvements to Camp Yowochas.

Our loss from operations in 2017 was approximately \$82,000, and the loss was covered by our cash reserves. Amortization of capital assets was \$131,000 and has no impact on cash. Factoring in amortization and investment income, our overall results for 2017 were a deficit of \$154,000. Net assets of \$1.3 million decreased by 11% from 2016 and is not a trend that we would like to continue. We will continue to strive towards achieving a balanced budget from operations.

We are grateful for our donors, supporters, sponsors, and volunteers. You are the reason YWCA Edmonton can provide services to women, girls, and families when and where they need us.

Kathy Demuth, CA, CMA
Treasurer, YWCA Board of Directors

Auditor's Report

Report of the Independent Auditors on the Summary Financial Statements

To the Members of YWCA Edmonton:

The accompanying summary financial statements, which comprise the summary statement of financial position as at December 31, 2017, and the summary statement of operations for the year then ended, are derived from the audited financial statements of YWCA Edmonton for the year ended December 31, 2017. We expressed an unmodified audit opinion on those financial statements in our report dated March 28, 2018. Those financial statements, and the summary financial statements, do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

The summary financial statements do not contain all the disclosures required by Canadian accounting standards for not-for-profit organizations applied in the preparation of the audited financial statements of the Association. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of YWCA Edmonton.

Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of a summary of the audited financial statements in accordance with Canadian accounting standards for not-for-profit organizations.

Auditor's Responsibility

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements."

Opinion

In our opinion, the summary financial statements derived from the audited financial statements of YWCA Edmonton for the year ended December 31, 2017 are consistent, in all material respects, with a fair summary of those financial statements, in accordance with Canadian accounting standards for not-for-profit organizations.

March 28, 2018
Edmonton, Alberta

MNP LLP

Chartered Professional Accountants



Financials

YWCA EDMONTON FINANCIAL HIGHLIGHTS

As of December 31, 2017

	2017 \$	2016 \$
ASSETS		
Current Assets	2,218,617	2,331,593
Capital Assets	788,712	795,451
	3,007,329	3,127,044
LIABILITIES		
Current Liabilities	854,929	391,130
Deferred Revenue	419,052	900,798
Deferred Contributions Related To Capital Assets	438,834	386,875
	1,712,815	1,678,803
NET ASSETS	1,294,514	1,448,241
	3,007,329	3,127,044
REVENUES		
Fees for Services	9,623,418	9,520,581
Government Contracts	1,315,318	1,338,529
Counselling Centre	419,290	428,986
Donations and Fundraising	442,145	388,356
Other Government and Foundation Grants	336,376	230,218
Casino	90,687	50,259
Other Revenue	35,765	30,800
	12,262,999	11,987,729
EXPENSES		
Purchased Services	5,348,112	5,103,324
Salaries, Wages and Employee Benefits	5,117,333	5,221,138
General and Administrative Expenses	1,518,209	1,336,999
Counselling Centre	361,119	364,510
	12,344,773	12,025,971
Excess (deficiency) of revenue over expenses before other income	(38,242)	(38,242)
OTHER REVENUES AND EXPENSES	(71,953)	(83,753)
Net excess (deficiency) of revenues over expenses for the year	(153,727)	(121,995)

The full YWCA Edmonton 2017 audited financial statements are available on our website: www.ywcaofedmonton.org

A **woman** finds hope and healing after fleeing domestic violence.
A **girl** learns to love herself for more than what she sees in the mirror.
A **boy** returns home from camp with lasting lessons of independence, friendship, and the great outdoors.
A **family** applauds their son with autism on his first day of work.
These are real stories made possible every day when you support YWCA Edmonton. Help us write the next chapter and create a better future for women, girls, and families at ywcaofedmonton.org.


YWCA | EDMONTON

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 YWCA_edmonton

 YWCA Edmonton



YWCA is a safe space that welcomes all members of the LGBTQ2S+ communities.

